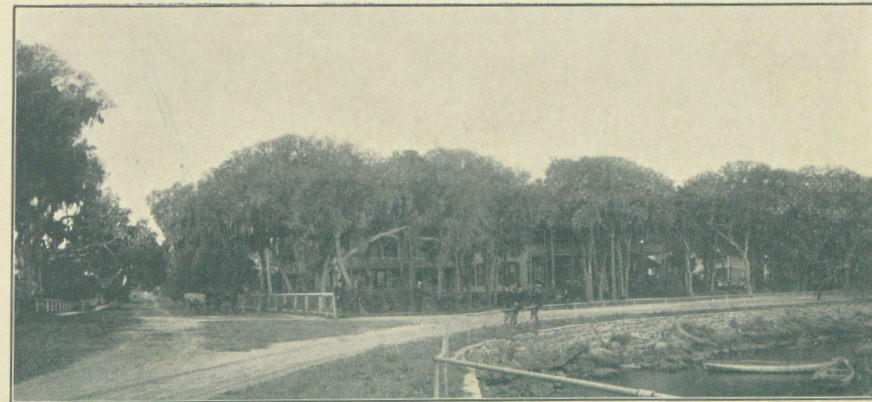




*Opens December 14th*

NEW ROCKLEDGE HOTEL  
INDIAN RIVER



Front View of New Rockledge Hotel and Cottages

ACU 5308





Birdseye view of a portion of Rockledge

## ***The New Rockledge Hotel and Cottages***

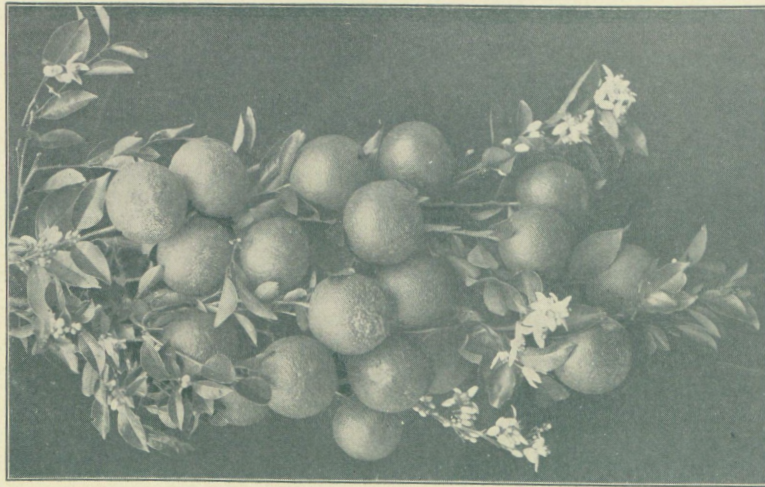
*Rockledge,  
Florida*

**Situation** ROCKLEDGE has long been known as one of the most beautiful and tropical places in Florida, and the increasing number of tourists each year attests its attractiveness. The walks and road paralleling the Indian River for many miles are made of shell, and are so hard and smooth that bicycle riding and driving are of the pleasures tourists speak in the highest praise. Here are found the orange groves that have made Rockledge famous, also pineapples, persimmons, guavas, sapodillas, bananas,

pomegranates, and nearly every kind of tropical fruit can be found in its season. The orange crop this year gives evidence of being much larger than for the preceding seven years.

During the summer of 1900 a large addition was built to the New Rockledge containing an assembly room and many rooms with private bath; the dining-room and office were enlarged and the house steam heated; thus assuring our guests greater comfort than ever before.

**Additions and  
Alterations ::**



A cluster of oranges from the New Rockledge grove

For the last nine years the proprietor of the New Rockledge has given his personal **Service** attention to the service throughout the house, and the employees in all departments are selected for their efficiency from first-class northern hotels.

The cuisine is in charge of a competent steward, and it is the especial aim of the **Cuisine** management to have this department up to a high standard of excellence. The table will always be furnished with choice meats, game, fresh milk, fruits and vegetables.

The house affords a good bowling-alley and billiard-room in addition to the many other improvements, and guests can

find plenty of indoor amusement. The boats and launch belonging to the New Rockledge are used constantly **Amusements** for the entertainment of its guests, and daily excursions will be made to points of interest on Indian River; also a livery for general use. Guides, boats, guns, fishing tackle, and everything necessary to enjoy recreation and sport can be easily obtained. There is a bicycle livery within a short distance of the hotel.

A first-class orchestra, under the direction of Prof. O. F. Stout, of **Orchestra** Syracuse, New York, has been engaged to furnish music throughout the season.





A string of sea trout and channel bass, caught by guests of the New Rockledge

Alligator hunting is a favorite pastime of the tourists at Rockledge; this can be done safely and with rare enjoyment. Quail, snipe, wild doves, ducks, and water turkeys are most plentiful. Deer are hunted extensively during the months of December and January.

#### Hunting

Fishing can be enjoyed in this locality as in no other place in Florida; competent

#### Fishing

guides can be hired at reasonable rates. Lake Poinsett is a large, fresh-water lake a short distance from the New Rockledge, and the angler is well repaid for a day's fishing by returning with a string of black bass, lake

trout or pickerel; two hundred and sixty-five pounds of these kinds of fish having been caught in this lake by four persons in three and one-half hours. The salt water of the Indian River yields to the fisherman an abundance of speckled trout, channel bass, pompano, cavally and superb mullet; oysters are large and plentiful.

Excursions are frequently made to the ocean (eight miles from Rockledge) where surf bathing can be enjoyed

#### Surf Bathing

on the beautiful beach, and there are few beaches, if any, on the Atlantic seaboard that are more safe and attractive.

**How to Reach  
Rockledge ::**

Rockledge is situated on the Indian River, midway between Jacksonville and Palm Beach. From Jacksonville it is readily accessible in six hours via East Coast Railway, or Clyde's St. John's River steamers to Sanford, thence by East Coast Railway to Rockledge. Jacksonville is reached from New York by the Clyde, Mallory and Ocean Steamship Lines, and by rail from nearly all of the principal cities of the north and west. Any of the railway or steamship lines will check baggage direct to Rockledge on all through tickets. The New Rockledge Hotel is about two hundred yards from the railway station.

The New Rockledge will be open from December to April. Correspondence regarding rooms, climate, and attractions of Rockledge as a health and pleasure resort, is respectfully solicited. Rates by the day are \$2.50 and upwards for each person; by the week, \$15.00 to \$25.00, one person in a room; \$28.00 to \$40.00, two persons in a room. Rooms with private bath, \$45.00 to \$56.00 per week.

**Special rates until January 20th.**

H. P. SHARES & SON, *Proprietors*  
NEW HAVEN, CONN.

Rockledge, Fla., November to April.

**Season and  
Rates :: ::**

***References*** ❧ ❧

None of these persons have been consulted as to this use of their names, but any of them, doubtless, if approached at proper times, would be glad to give any information they may possess.

**Boston, Mass.**

Mr. and Mrs. C. S. Chapin.  
Mr. and Mrs. E. G. Davis, 81 Main Street.  
Mr. F. C. Hebard, 91 Bedford Street.  
Mr. and Mrs. W. A. Patterson, 568 Atlantic Avenue.  
Mr. and Mrs. W. A. Spiers, West Summerville.

**Brooklyn, N. Y.**

Mr. C. C. Martin, 179 Washington Street.  
Mr. and Mrs. J. V. B. Prince, 1143 Dean Street.  
Dr. Samuel Talmadge, 22 Schermerhorn Street.  
Mr. and Mrs. J. M. Johnson, 1296 Pacific Street.  
Dr. and Mrs. R. T. Davidson, 693 Bushwick Avenue.  
Mr. and Mrs. James Matthews, 208 Berkeley Place.  
Mr. and Mrs. P. H. McLaughlin, 72 Greene Avenue.

**Chicago, Ill.**

Mr. and Mrs. Walter H. Atwater, 3951 Ellis Avenue.  
Mr. and Mrs. L. A. Budlong, Lincoln and Foster Avenues.  
Mr. and Mrs. G. C. Jerome, 35 South Canal Street.  
Mr. and Mrs. H. L. Kochersperger, Drexel Boulevard.

Mr. and Mrs. C. M. Porter, 161 Gale Avenue, River Forest.  
Mr. and Mrs. G. A. Otis, 7156 Euclid Avenue.  
Mr. and Mrs. F. A. Gale, 36 West Monroe Street.

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Mr. William Grantman.  
Mr. and Mrs. L. B. Perin, 692 South Crescent Avenue.  
Mr. and Mrs. W. M. Strobridge, 110 West Canal Street.

**New York City**

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Dr. C. Irving Fisher.  
Judge W. H. Newschafer, 311 East 30th Street.  
Mr. Frank Raymond, Custom House.  
Mr. F. W. Schoonmaker, 42d Street and Park Avenue.  
Mr. John E. Wyman, 4 Benson Street.  
Dr. and Mrs. G. W. Chandler, Hotel San Remo, Central Park, West.  
Mr. and Mrs. Clarence Hobart.  
Dr. and Mrs. T. P. Berens, 101 Park Avenue.



### Philadelphia, Pa.

Mr. and Mrs. E. Lawrence Fell, 514 Minor Street.  
Mr. T. A. Langstroth, 4109 Walnut Street.  
Mr. and Mrs. J. R. Smith, 34 North Fifth Street.  
Mr. and Mrs. Charles Atherton, 362 Pelham Road.  
Dr. and Mrs. J. R. F. Bell, 2028 North Broad Street.  
Mr. J. W. Bowen, 1018 South Second Street.  
Mr. and Mrs. H. V. Stillwell, 4103 Spruce Street.  
Dr. and Mrs. G. D. Boardman, 1023 Farragut Terrace.  
Mr. and Mrs. C. W. Beck, 1931 N. Thirteenth Street.  
Mr. and Mrs. J. W. Bailey, 1017 Cherry Street.  
Mr. and Mrs. Whaley, 1924 Diamond Street.

### Pittsburg, Pa.

Mr. and Mrs. J. P. Reed, 433 Fifth Avenue.  
Mr. Robert Sleeth, 833 St. Clair Street.  
Mr. and Mrs. P. P. Murphy, 239 Shady Avenue.  
Mr. T. M. Armstrong.  
Mr. J. J. Fisher, 421 Wood Street.

### Miscellaneous

Rev. and Mrs. F. R. Lucky, New Haven, Conn.  
Prof. and Mrs. Geo. J. Brush, New Haven, Conn.  
Mr. Pierce N. Welch, President First National Bank,  
New Haven, Conn.  
Mr. and Mrs. William H. Gabriel, 569 Sibley Street,  
Cleveland, Ohio.  
Dr. J. P. C. Foster, New Haven, Conn.  
Dr. and Mrs. S. A. Boynton, Cleveland, Ohio.

Mr. H. E. McMillen, 127 Superior St., Cleveland, Ohio.  
Mr. and Mrs. Robert Rushmore, Plainfield, N. J.  
Mr. and Mrs. G. N. Biggs, Huntington, W. Va.  
Dr. and Mrs. E. M. Lane, 84 High St., Pawtucket, R. I.  
Mr. and Mrs. D. Langstaff, Scranton, Pa.  
Mr. and Mrs. L. H. Bridgeman, Flint, Mich.  
Mr. and Mrs. A. J. Redway, Lima, Ohio.  
Mr. and Mrs. Jno. M. Griffith, Baltimore, Md.  
Mr. C. H. Rollinson, Elizabeth, N. J.  
Mr. and Mrs. Fletcher Sears, Detroit, Mich.  
Mr. R. L. Griffith, Providence, R. I.  
Mr. and Mrs. W. P. Guy, 109 Main Street, Springfield, Mass.

Mr. and Mrs. Frank Benham, Bridgeport, Conn.  
Mrs. Thomas P. Taylor, Bridgeport, Conn.  
Mr. and Mrs. C. W. Coleman, Goshen, Conn.  
Mr. and Mrs. Edwin A. Dodge, Salem, Mass.  
Mr. and Mrs. E. C. Bailey, Jamestown, N. Y.  
Mr. and Mrs. William Bullus, Trenton, N. J.  
Mr. J. L. Draper, Northampton, Mass.  
Judge A. F. Eggleston, Hartford, Conn.  
Mr. and Mrs. W. D. Gregory, Chamber of Commerce, Minneapolis, Minn.  
Mr. and Mrs. W. W. Harrison, 113 Eleventh Street,  
Minneapolis, Minn.  
Mr. and Mrs. A. W. Howe, Syracuse, N. Y.  
Mr. and Mrs. E. Mattinson, Gibson, Ill.  
Mr. J. A. Treat, Newark, N. J.  
Mr. and Mrs. Henry Smith, 1284 Main Street, Buffalo, N. Y.

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Mr. and Mrs. Edwin Ives, 39 Lincoln Street, Montclair, N. J.  
Mr. Adon Smith, Hamilton, N. Y.  
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Mr. R. C. Whayne, 560 Fourth Avenue, Louisville, Ky.  
Mr. A. J. Canover, 122 W. Fourth St., Dayton, Ohio.  
Mr. and Mrs. R. A. Rouse, Danville, Ill.  
Mr. and Mrs. A. E. Austin, Meriden, Conn.  
Hon. J. H. Brown, Summit, N. Y.  
Mrs. Charles P. Luckey, Poughkeepsie, N. Y.  
Mr. George A. Cantine, Newburgh, N. Y.  
Dr. Ed. Evans, Rome, N. Y.  
Mr. and Mrs. B. Moore, Jr., Astoria, L. I.  
Mr. J. F. Jones, President L. and T. Savings Bank,  
Concord, N. H.  
Messrs. I. H. and D. F. Eddy, 11 Center Avenue,  
Dorchester, Mass.  
Hon. Greenleaf Clark, St. Paul, Minn.  
Dr. C. E. Foster, Honesdale, Pa.  
Mr. and Mrs. John Routh, Braddock, Pa.  
Hon. Theodore Strong, Wyoming Valley, Pa.  
Mr. Scudder Darrogh, Beaver, Pa.  
Mr. and Mrs. Howard Davis, 1758 Park Avenue,  
Baltimore, Md.  
Mr. William Penrose, 209 St. Paul St., Baltimore, Md.  
Mr. and Mrs. John Merkle, Peoria, Ill.  
Dr. Henry S. Pole, Hot Springs, Va.  
Mr. and Mrs. A. T. Cuddeback, Passaic, N. J.

Mr. and Mrs. C. T. McCue, 17 Russ Street, Hartford, Conn.  
Mr. and Mrs. H. S. Talman, Woodbury, N. J.  
Mr. and Mrs. William Parker, Taunton, Mass.  
Mr. Fred W. Rogers, Pabst Building, Milwaukee, Wis.  
Mr. William P. Chapin, 150 Congress Avenue, Providence, R. I.  
Mr. A. O. Ostby, 207 Lexington Avenue, Providence, R. I.  
Mr. and Mrs. H. H. Schoonmaker, 235 Main Street,  
Paterson, N. J.  
Mr. and Mrs. H. H. Hanley, North Adams, Mass.  
Mr. and Mrs. C. E. Campbell, Council Bluffs, Iowa.  
Dr. O. S. Brigham, Washington and Seventeenth  
Streets, Toledo, Ohio.  
Dr. Fales Baker, 421 Walnut Street, Philadelphia, Pa.  
Mr. H. C. Cady, Southbridge, Mass.  
Rev. E. E. Burries, 330 Kerlin Street, Chester, Pa.  
Mr. and Mrs. Frank Corbin, New Britain, Conn.  
Mr. and Mrs. F. H. Brown, New Haven, Conn.  
Mr. W. H. Schoonmaker, Plainfield, N. J.  
Mr. and Mrs. F. L. Warrin, Stockbridge, Mass.  
Hon. and Mrs. W. F. Daniell, Franklin, N. H.  
Mr. and Mrs. F. J. Simmons, Detroit, Mich.  
Judge and Mrs. I. I. Millard, Toledo, Ohio.  
Mr. and Mrs. W. G. Stuber, Rochester, N. Y.  
Mr. and Mrs. Clay Whitely, 3 Savoy, Indianapolis,  
Ind.  
Dr. and Mrs. I. D. Ozmun, 35 Clinton Avenue, S.,  
Rochester, N. Y.



Shell Bicycle Path

*Points of Interest*

Hammock Drive—Shell road by river side.

Fairy Land—Indian shell mounds.

Merritt's Island—The Mecca of alligator hunts.

Cocoa Beach—A hard beach suitable for bicycle riding and surf bathing.

Banana River—An inland sound, famous for its wild ducks.

Lake Poinsett—Noted for its black-bass fishing.

Bearing Orange Groves—The Rockledge hammock is the largest orange-raising district in the world.

Brantley—Pineapple and banana plantations.

Tropic—Vegetable and tropical gardens.

Indianola—Dr. Hill's famous grounds.



